

REMARKS

Applicant respectfully requests reconsideration of the subject application in light of the preceding amendments and the following remarks. Amendments to claims 1, 32, 72, 74 are supported in the specification as filed, for example at paragraphs 39, 41, 42, and 44 and figures 4 and 5 of US PGPUB 2002/0169669, the publication of the instant application. No new matter has been added by any of the present amendments.

35 U.S.C. § 103 Rejections

Claim 1, as amended, is patentable at least because neither Thomas (U.S. Patent No.: 6,128,663, hereinafter “Thomas”), nor the Official Notice cited in the Office Action include the feature of receiving personal information about the user, wherein the personal information includes a name associated with the user and tailoring said message based, at least in part, on said targeting criteria and said personal information to include a portion of said personal information, including the name associated with the user, and direct the user’s attention to the banner advertisement.

Instead, Thomas discloses obtaining a demographic identifier and using the demographic identifier to modify the content of a requested page. *Thomas*, column 4, lines 53-61. Demographic information is typically defined as a statistic characterizing human populations (or segments of human populations broken down by age or sex or income etc.). See e.g., *The Free Dictionary* at <http://www.thefreedictionary.com/demographic>. Thus, demographic information refers to general, statistical information associated with a user or group of users and not a name as required by amended claim 1. It should be understood that a name, while not necessarily unique to a user, specifically identifies the user without regard to any statistical information that may, or may not, apply to him or her. Additionally, Thomas discloses choosing an advertisement “in accordance with the demographic identifier.” *Id.*, column 4, line 62. Thus, Thomas’ use of the term “demographic information” is consistent with the conventional definition of the term “demographic” and cannot be reasonably interpreted to include a name associated with a user as presently claimed.

Hence, for at least the foregoing reasons, Thomas and the Official Notice cited in the Office Action, even when considered in combination with one another, fails to teach

or suggest each and every feature of claim 1. The remaining claims include features similar to those of claim 1 and are patentable over Thomas and the Official Notice cited in the Office Action for at least the same reasons as claim 1. Accordingly, it is respectfully requested that the rejections of the present claims 35 U.S.C. §103 be removed.

Applicant respectfully submits that the present application is in condition for allowance.

Please charge any shortages and credit any overages to Deposit Account No. 19-3140. Any necessary extension of time for response not already requested is hereby requested. Please charge any corresponding fee to Deposit Account No. 19-3140.

Respectfully submitted,

SNR Denton US, LLP

Dated: March 12, 2012

/Tarek N. Fahmi/

Tarek N. Fahmi

Reg. No. 41,402

P.O. Box 061080
Wacker Drive Station, Willis Tower
Chicago, Illinois 60606-1080
650-798-03